

Actiongram

March 2014



Advancing livestock media professionals

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Getting Technical

I'm the first to admit, technology just isn't my thing.

Sure, I do my research when making major purchases and perform suggested software upgrades (most of the time).

But when it comes to a major problem, any of my technologically blessed friends will tell you I'm certainly not too proud to ask for help. Beg, if necessary.

In fact, losing an IT department – available with a simple phone call – was one of the toughest aspects of beginning my own business. I kid. Sort of.

I've asked a few of these friends for their go-to sources of information on new technology trends and updates. And be prepared, friends. I'm sure I'll be calling you again soon.

Stephen Weintraut II Creative and Web Development Director, National Swine Registry

"I believe that one of the hardest things to do in our industry (livestock publications) is to keep up with everything that is happening with today's technology. I struggle with it every day. I can easily find something every day that makes me ask myself 'Why do I do things the way I do now? That will make things easier/harder!' and also 'I have to do that to stay up-to-date/trendy/not old fashioned.'

As I'm sure everyone has experienced, web has become a large part of what we do with our print publications. Staying up to date with the newest web standards is something that makes me want to pull my hair out. I'm sure many small publications like ours can relate to the problem of trying to do print and web with limited staff and resources.

To keep up with the Jones' so to speak, I use a plethora of ideas to stay current. A great tool is www.stumbleupon.com.

Through this site, you select interests for which the website offers suggestions. By adding your 'thumbs up' or 'thumbs down' on their suggestions, StumbleUpon hones its recommendations. I discover sites and ideas I most likely would not otherwise.



Christy Lee
Cee Lee Communications
2013-14 LPC President

Like most people, I'm sure, I have bookmarked certain websites that keep me up to date with current trends and technology. These include many sites that present a 'best of whatever' design. This keeps me updated with what others are doing in the industry.

A new tool I've discovered is *Behance.com* from Adobe. If you have a Creative Cloud subscription (which I would recommend), you have access to this site. Behance is a nice collection of creative projects submitted by their designers. You can even submit your own work to inspire others.

I am also an advocate of seeing what others do in our industry. Even direct competitors (if you have one... or two) can help you stay on your toes. You just have to make sure you are not adopting an idea, technique or technology just because someone else is doing it.

Too many times, and I have been as guilty as the next person, I see people design/adopt something without really thinking if it is something they should do."

Rachel Cutrer President, Ranch House Designs

"I honestly find a lot of information through social media outlets like Facebook and Twitter. I would love to have a few hours each week to devote to finding new information, but it seems like Facebook and Twitter are the easiest way for

me, being on a tight schedule and with a fast-paced life. I love quickly scrolling through social media outlets in the morning, at lunch and at night to stay informed.

I think publications have to be increasingly aware of digital media and how that has changed print publications. Nothing will ever replace the excitement of getting a new magazine in the mail and sitting down to read it. But, for day-to-day news items, publications really must utilize the Internet and social media to keep their readers informed and engaged.”

Jeff Nugent
Creative Team Leader, John Deere
Agriculture and Turf Marketing
Communications

“When I look for information about technology I use in my work, I typically am interested in one of three aspects:

hardware, such as computers, cameras, or mobile devices; software or service, such as a photo or video editing programs and file-sharing services, or wireless data plans; or the practical applications of the first two, such as how people are using technology in traditionally expected or novel, unexpected ways.

If I have a reasonable understanding of the subject and want to know more about something specific, I start with a general Google search to prove or disprove my assumptions. This is useful in confirming such things as specifications or manufacturer’s performance claims, pricing, availability or reliability, and usually happens when I’m closer to making a purchase.

When I’m interested in solving a technology-related problem for which I’m less sure of the solution, I rely on several avenues for information. I regularly visit

MacWorld.com for information about products and solutions from Apple, Inc. I routinely check out *gizmodo.com*, *engadget.com* and *wired.com* to learn about general technology, technology products and technology use developments.

I follow a few influential designers through their blogs and Twitter. I crowd-source opinions and answers from friends, colleagues and other professionals through Facebook and LinkedIn. And I still read printed publications that focus on both technology-specific topics (computers, design, photography) and practice-specific topics (use of technology in design, photography, and agriculture).

What works for me may not work for you. Explore the many sources of information available and determine which ones make sense for your style.”



July 26-30, 2014, Indianapolis

Indianapolis Downtown Marriott Hotel

The block is now open at the hotel and registration will open May 1. The program is almost ready and will be published soon. Plan on attending the tours on Saturday and a new videography workshop scheduled for Sunday. It’s going to be another great event! Check it all out at www.agmediasummit.com and watch for continuous updates. Much more information will be in the next Actiongram.

Reminder that Job Postings are on the LPC site

Since the job postings can take up a lot of space in the *Actiongram*, you can now post directly to the site at www.livestock-publications.com. Click on job postings and sign up with a user name (e-mail address) and password. Upon approval by LPC, you may then post as many jobs as you wish. There is a limit of 500 words for the job description. When the job is filled or you want to delete the post, it’s simple to log back on and delete the job description. We hope that everyone finds this to be easier and much more efficient with job openings. Now you won’t have to wait for an *Actiongram* to be distributed and these posts are open to the world. **You must be an LPC member to post jobs.** There are several listed right now too -- check them out!•

LPC CALENDAR OF EVENTS

MARCH 1 (SECOND NOTICES ARE OUT)

Membership dues/renewals due

APRIL 17

Deadline for entries for LPC Publications Contest

MAY 15

Regional workshop for

LPC and American Agricultural Editors’ Assn. (AAEA)

Des Moines, Iowa

SEE DETAILS IN THIS NEWSLETTER

JULY 26-30

16th Annual Ag Media Summit, Indianapolis

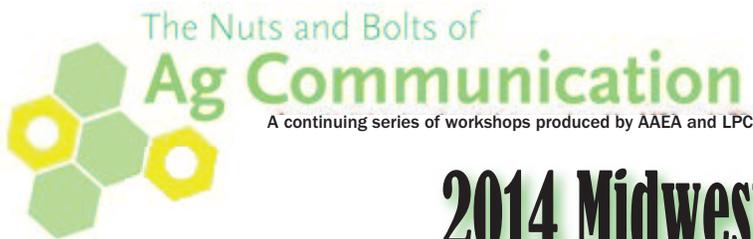
Business Note:

The winter board meeting for LPC which was scheduled for January and then postponed will be held in March 17-18 in New Orleans, Louisiana. If you have something you would like added to the agenda, contact LPC President **Christy Lee**, christy@ceeleecommunications.com.

AMS 2015 Site Selected

The dates for the Ag Media Summit in 2015 will be July 25-29th. The location is the **Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch**

You can check it out at: <http://scottsdale.hyatt.com>



2014 Midwest Regional Workshop

co-hosted by American Agricultural Editors' Association & Livestock Publications Council

May 15 at the Courtyard by Marriott Ankeny
2405 SE Creekview Dr. Ankeny, IA

The committee has gathered some of the best and brightest in our industry to provide insight on a variety of topics. Here's a peek at the line up.

Heidi Anderson has been a professional photographer for the past 10 years, but learned the ropes shooting film cameras and working in a dark room. Over the past decade, she has been recognized with numerous state, regional, and national awards. In more recent years she has become widely known for her creative and moment-capturing livestock photos. Anderson will talk about how she approaches a photography assignment and what it takes to get that award-winning photograph.

Brant Houston is the Knight Chair in Investigative and Enterprise Reporting at the University of Illinois in Urbana-Champaign where he teaches investigative and advanced reporting. He is the coauthor of "The Investigative Reporter's Handbook" and author of "Computer-Assisted Reporting: A Practical Guide." Houston will take us back to the basics as he shares his principles of good reporting. How have those principles changed in an era where information is instantaneous and overwhelming?

Scott Vernon received his B.S. and M.S. degrees in Ag Education/Ag Business from Cal Poly, San Luis Obispo and his Ph.D. in Ag Leadership/Beef Cattle Management from Texas A&M University. In addition to being a professor of ag education and communication, Vernon is the owner of Vernon Communications. He is considered one of the nation's leading advocates for agriculture, youth and education. Vernon will share his insight on how employees of all ages can work best together.

Where do farmers get their news and what do they expect from that news? That's what you'll learn as our **panel of farmers** share their thoughts on how they choose where to get their information and what they expect from the media.

We'll wrap up the day with Iowa's Secretary of Ag **Bill Northey**, who will cover the challenges we face in agriculture today and in the future.

You won't want to miss a minute of this workshop so mark your calendars for May 15th! Watch for more details on the exact schedule and updated presenters soon.

Hotel Information:

Courtyard by Marriott Ankeny
2405 SE Creekview Dr.
Ankeny, IA 50021 515-422-5555
Ask for AAEEA/LPC Midwest Regional
Workshop Rate: \$109.00
Hotel reservation deadline: April 23, 2014

Registration Fee:

\$80.00 (members)
\$100.00 (non-members)
\$135.00 (on site)
\$40.00 (students)
(Checks or credit cards)

Registration Deadline:

May 7, 2014

It's simple to register:

E-mail diane@livestockpublications.com (or dianej@flash.net)

In the subject line put: **Register for Milwaukee workshop**

List the names you wish to register with all contact information including e-mail and mailing addresses. You may pay with check or credit card. Please indicate if you wish to pay by credit card for further instructions.

Questions: 817-336-1130

General Information and Rules for LPC Contest

Note: No critiques will be created on these entries.

DUES

1. Any LPC publication member or service member whose dues are paid for the calendar year of 2012 and 2013 is eligible. New members who join LPC in 2013 may compete if 2014 dues are paid.
2. Send DUES to: Livestock Publications Council, 910 Currie Street, Fort Worth, TX 76107.
Publication members: \$175; Service members: \$150

ENTRY ADDRESS/DEADLINES

3. Entry deadline is THURSDAY April 17, 2014. Entries must be received by 5 p.m. the day of the deadline.
NEW INFO: Ship all ENTRIES with payment to: Livestock Publications Council, 910 Currie Street, Fort Worth, TX 76107
4. Entry fee MUST ACCOMPANY the ENTRIES. Regular categories are \$30/entry and general excellence categories are \$50/entry.
5. You may write one check for the total amount payable to: Livestock Publications Council.

ELIGIBILITY

6. Entries must have been published between January 1, 2013 and December 31, 2013. Publication date is based on the date that appears on the publication's cover. The publication cover date, and not the release or mailing date, must be used.
7. All entries must have a predominantly livestock theme.
8. "Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas, and ranch/game species such as elk, deer and bison. Acceptable entrants could include meat, by-products, livestock equipment, livestock pharmaceuticals, livestock feeds, rodeo, etc.
9. A publication member or service member may enter as many categories and as many entries in a category as desired.
10. Entries submitted in the wrong category will be moved to the correct category at the discretion of the contest coordinator.
11. Reprinted material or portions of any works that have first appeared elsewhere are not eligible.
12. Identical entries submitted in previous years may not be resubmitted.
13. An organization may enter one publication and multiple newsletters under the same membership name. The membership name, not the publication or newsletter name, will appear on any award plaques received.

LPC CONTEST DEADLINE

April 17, 2014

Go to

www.livestockpublications.com and click on ONLINE/PRINTABLE FORMS for rules and forms.

Awards will be announced on July 29, 2014 in Indianapolis during the Ag Media Summit.

Questions? Contact dianej@flash.net

14. For publication members – the individual or company that created the entry must be listed in the publication's staff box. The individual or agency must be working on behalf of the publication and must be paid for work done for the publication. For service members – any material purchased by a service member is considered to be staff created.

ENTRY LABELS AND FORMS

15. Copies of the official entry label and official entry form are available at www.livestockpublications.com. Please contact Diane Johnson at 817.336.1130 or dianej@flash.net with questions.
16. Entry labels and forms must be typed on the official template. Please do not handwrite.
17. Entries requiring multiple issues should be submitted in a large clasp envelope with entry label on same side as clasp.
18. Mount visual entries on lightweight card stock only – no larger than 12" x 17". (Entry Numbers 11-16; 36-54)
19. Multiple-page entries may be submitted by hinging (accordion fold) the mounting sheets with tape. Do not use paper clips.
20. In categories in 17-35, submit entries as tearsheets and place in a clasp envelope with label attached to envelope. Mounting is not required.

REMINDER:

Send entries with payment: Livestock Publications Council, 910 Currie St., Fort Worth, TX 76107
All entries must be RECEIVED by THURSDAY, April 17, 2014 There are no exceptions!
2014 LPC dues must be paid to enter the contest.
You MAY pay for dues and Contest fees in one check.
Questions? Diane Johnson, 817/336-1130, dianej@flash.net
Note: For guidelines for categories within the writing divisions, please see the official rules.

www.livestockpublications.com and click on ONLINE/PRINTABLE FORMS for rules and forms.